

The AMD Turion™ 64 X2 Mobile Technology Logo

The following information addresses the correct treatment of the AMD Turion™ 64 X2 mobile technology logo for use in advertising, technical communications, marketing collateral, and other printed, Web, or visual materials.

General Guidelines

The AMD Turion™ 64 X2 mobile technology logo may only be used in connection with the promotion of the corresponding AMD Turion™ 64 X2 mobile technology goods and/or services and not for other uses.

There are two versions of the AMD Turion™ 64 X2 mobile technology logo as shown on this page—one with a border and one without. There are three variations of these versions—color, grayscale and line. Do not modify or re-create the AMD Turion™ 64 X2 mobile technology logo under any circumstances. Always use the artwork provided by Advanced Micro Devices, Inc.

The following trademark attribution must be used when featuring the AMD Turion™ 64 X2 mobile technology logo:

AMD, the AMD arrow logo, AMD Turion, and combinations thereof are trademarks of Advanced Micro Devices, Inc.

Follow the more detailed rules set forth in the Trademark Usage Guidelines for the AMD Turion™ 64 X2 mobile technology when referenced in text.



AMD Turion™ 64 X2 Mobile Technology Logo Usage

The AMD Turion™ 64 X2 mobile technology logo consists of three elements: the AMD corporate logo, 'The Sail,' and the Turion 64 X2 logotype contained in a unified block. These elements have a fixed relationship, which must not be altered.

There are two versions of the AMD Turion™ 64 X2 mobile technology logo—one with a border and one without. There are three variations of these versions—color, grayscale and line.

When to Use Logos with the Black Border

The AMD Turion™ 64 X2 mobile technology logo with a black border is intended for use on all materials that provide a white background.

When to Use Logos without the Black Border

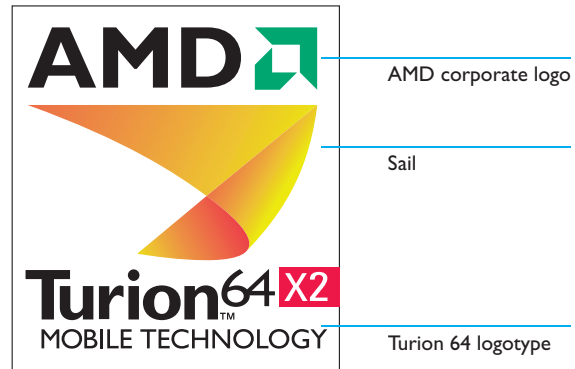
The AMD Turion™ 64 X2 mobile technology logo sans border is for use only on materials that have a background color other than white.

'The Sail' can be used separately from the AMD corporate logo and the AMD Turion™ 64 X2 mobile technology logos, but cannot be distorted. Some ideas to be communicated by 'The Sail' include thin & light, mobility and freedom.

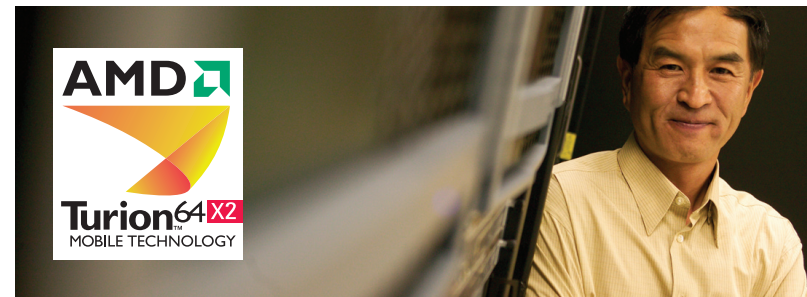
The AMD Turion™ 64 X2 mobile technology logo is used to reinforce product awareness. When referring to AMD64 technology or more than one AMD64 product, the logo for the AMD64 technology portfolio logo may be used. However, the AMD Turion™ 64 X2 mobile technology logo is the primary logo and is always the preferred option.

Example:

If a partner sells a system based on AMD Turion™ 64 X2 mobile technology, i.e. clearly using an AMD Turion™ 64 X2 mobile technology product, then the partner should use the correct AMD Turion™ 64 X2 mobile technology logo in related print promotional materials.



Logo with black border



Logo without black border



Permitted usage of "The Sail"



Do not distort "The Sail"

Turion™ 64 X2 Mobile Technology— Available Logo Formats

Key to file naming conventions

Product I.D.# Color mode (4c=process, Gs=grayscale, Blk= black-and-white)

I2345A_I_TUR_64X2_P_4c.eps

Version Product I.D. P=Print File format
E=Electronic

Primary logo with black border

I2345A_TUR_64X2_P_4c.eps

Four-color process (CMYK) version for traditional printing

I2345A_TUR_64X2_P_Gs.eps

Grayscale version for one color printing, e.g., newspaper or white papers

I2345A_TUR_64X2_P_BlK.eps

Line version for limited color printing

I2345A_TUR_64X2_E_RGB.eps

RGB .eps version for on-screen or multimedia use, e.g., PowerPoint

I2345A_TUR_64X2_E.gif

Electronic GIF version for on-screen viewing using Web-safe colors

I2345A_TUR_64X2_E_RGB.jpg

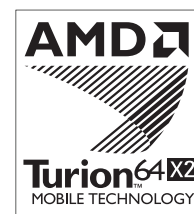
High resolution (300 dpi) RGB version for on-screen use



Four-color (4c)



Grayscale (Gs)



Line (Blk)

Primary logo without border

I2345A_TUR_64X2_noLINE_P_4c.eps

Four-color process (CMYK) version for traditional printing

I2345A_TUR_64X2_noLINE_P_Gs.eps

Grayscale version for color printing, e.g., newspapers or white papers

I2345A_TUR_64X2_noLINE_P_BlK.eps

Limited version for limited color printing

I2345A_TUR_64X2_noLINE_E_RGB.eps

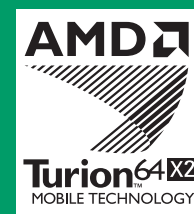
RGB .eps version for on-screen or multimedia use, e.g., PowerPoint

I2345A_TUR_64X2_noLINE_E.gif

Electronic GIF version for on-screen viewing using Web-safe colors

I2345A_TUR_64X2_noLINE_E_RGB.jpg

High resolution (300 dpi) RGB version for on-screen use

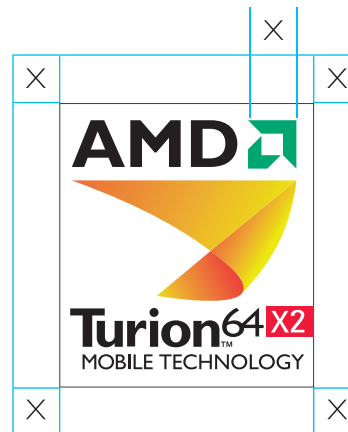


No Line

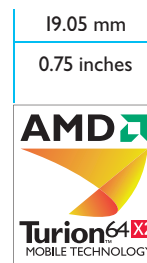
Clear Space and Minimum Size Requirements

The AMD Turion™ 64 X2 mobile technology logos are most effective when surrounded by as much clear space as possible. Clear space is defined as an area that is completely free of other objects or elements, including, but not limited to, type, borders, edges, other logos, words, graphics, slogans, numbers, design features, symbols, company names, products, and/or services. A minimum area demonstrated in the diagram to the right must surround the logo in all situations. The clear space area is equal to the width of the AMD Arrow symbol.

Minimum size requirements for the AMD Turion™ 64 X2 mobile technology logo is 0.75" (3/4 of an inch) wide.



Clear space requirements



Minimum size requirements

Color Requirements

The diagram to the right identifies the color of each element of the AMD Turion™ 64 X2 mobile technology logo. We have provided a color list below that will assist in the correct reproduction of the AMD Turion™ 64 X2 mobile technology logo in the most commonly used media formats. Note that “The Sail” is a gradient fill created by using the CMYK equivalent of PMS 185 and PMS 109 from the AMD color palette.

CMYK

(4-color process printing such as advertisements, marketing collateral, magazines, etc.)

AMD Green = C100 M0 Y79 K0

AMD Red = C0 M100 Y68 K0

Black = K100

White = K0

RGB

(Electronic on-screen representations, such as CD demos, multimedia presentations, PowerPoint, etc.)

AMD Green = R0 G153 B102

AMD Red = R246 G16 B41

Black = R0 G0 B0

White = R255 G255 B255

HEX

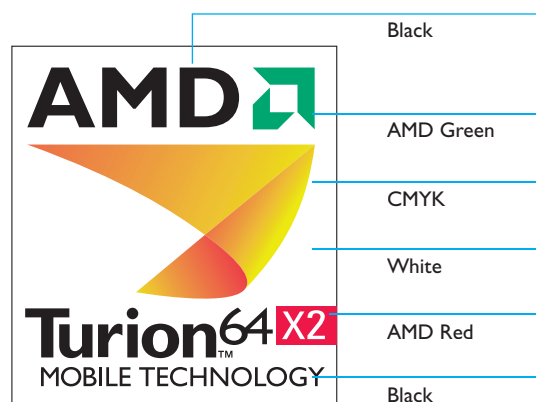
(Electronic online representations, such as Web graphics, Web banners, etc.)

AMD Green = 009966

AMD Red = FF0033

Black = 000000

White = FFFFFFFF



Preserving the Integrity of the Logo Design

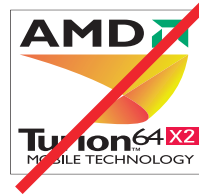
The AMD Turion™ 64 X2 mobile technology logo is designed to “badge” the materials to which it is applied. Authorized AMD Turion™ 64 X2 mobile technology logo artwork in the form of a JPEG, GIF, EPS, or TIFF file has a “built-in” white background.

The colors shown on this page and throughout these guidelines have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE® Color Standards. Consult current PANTONE® publications for accurate color. PANTONE® is the property of Pantone, Inc.

Incorrect Logo Usage

The examples to the right illustrate some common misuses of the AMD Turion™ 64 X2 mobile technology logo. For any questions, reference PG 2 or call Scott Shutter at 512-602-8347.

Always use the authorized electronic logo artwork provided by AMD.



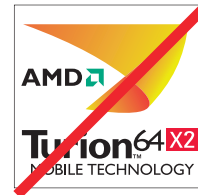
Do not distort the AMD Turion™ 64 X2 mobile technology logo in any way



Do not create other versions of the AMD Turion™ 64 X2 mobile technology logo



Do not use 'The Sail' for other AMD mobile technology products



Do not alter the relationship between the various elements of the AMD Turion™ 64 X2 mobile technology logo



Do not alter the color of the AMD Turion™ 64 X2 mobile technology logo



Do not add elements to the AMD Turion™ 64 X2 mobile technology logo



Do not apply the line version of the AMD Turion™ 64 X2 mobile technology logo in colors other than black or white



Do not remove the words 'mobile technology' from the AMD Turion™ 64 X2 mobile technology logo

Trademark Usage Guidelines for AMD Turion™ 64 X2 Mobile Technology in Text

The following information addresses the correct treatment of the AMD Turion™ 64 X2 mobile technology logo and trademarks for use in advertising, technical communications, marketing collateral, and other printed, Web, or visual materials for the AMD Turion™ 64 X2 mobile technology logo.

I. AMD's trademark is "AMD Turion™ 64."

The "AMD Turion™ 64" trademark is one term, with a space between "AMD" and "Turion" and "64" and "X2." "X" is always upper-case.

Right: AMD Turion™ 64 X2 Mobile Technology...

Wrong: Turion™ 64 X2 Mobile Technology...

Wrong: AMD Turion™ 64X2 Mobile Technology...

Wrong: AMD 64 Turion™ processor...

2. In the title, in the first occurrence in text, and in other prominent instances, (i.e., in bold, in header or footer), always follow the "AMD Turion" mark with a superscripted "™".

Right: AMD Turion™ 64 X2 Mobile Technology...

Wrong: AMD Turion 64 X2 Mobile Technology™...

3. Follow the term "AMD Turion™ 64 X2" with the term "Mobile Technology" in the heading and the first use in copy. All subsequent references in the copy may be shortened to AMD Turion™ 64 X2. The term "Mobile Technology" should be capitalized when used in bold, headers, footers, captions, subheads, or labels, but should be lowercase in body copy.

4. Do not split the "64" designator or the "AMD Turion™" trademark between the end of one line and the beginning of the next.

Right: AMD designed AMD Turion™ 64 X2 Mobile Technology...

Right: AMD designed AMD Turion™ 64 X2 mobile technology...

Wrong: AMD designed AMD Turion™ 64 X2 mobile technology...

Wrong: AMD

Turion™ 64 X2 mobile technology...

5. When the model number is used in connection with the "AMD Turion™ 64 X2" mark, the following format should be used:

AMD Turion™ 64 X2 Mobile Technology XX-5l (where XX equals the model number of the processor).

Right: AMD Turion™ 64 X2 Mobile Technology XX-5l delivers next-generation features...

Wrong: The 2.8GHz Turion™ 64 X2 XX-5l processor delivers next-generation features...

Wrong: 3000+ Turion™ 64 X2 XX-5l Mobile Technology delivers next-generation features...

6. In each publication that uses the "AMD Turion™" trademark, provide a trademark attribution notice that includes all AMD trademarks used in that publication, material, or item. For example: AMD, the AMD arrow logo, AMD Turion, and combinations thereof, are trademarks of Advanced Micro Devices, Inc.

7. You may not modify or re-create the "AMD Turion™ 64 X2" trademark under any circumstances.

You may not modify or re-create the AMD Turion™ 64 X2 mobile technology logo or the "AMD Turion" trademark under any circumstances. You may not translate the trademark for non-English documents.

Other Usage Guidelines

The word "processor" should not follow the product name.

The correct product name is AMD Turion™ 64 X2 Mobile Technology.

Right: AMD designed AMD Turion™ 64 X2 mobile technology...

Wrong: The AMD Turion™ 64 X2 mobile technology processor enables consumers...

Wrong: The AMD Turion™ 64 X2 processor enables consumers...